



State of Revenue Enablement 2025

Insights, trends, and success
stories from 400+ revenue-
winning organizations



Welcome to the age of AI in revenue enablement.

It's no longer a question of "if" or "when" the sales organization will adopt AI. The questions now are, "where is AI being adopted?" and "how are you doing this better than your competitors?"

In this year's report, you'll see the results of customers using Mindtickle Copilot to enrich coaching, training, and content programs, ensuring their sellers are well prepared for richer customer interactions.

The economic challenges of the past few years still linger and the do-more-with-less mantra continues. Sales organizations are using AI to supplement managers' coaching programs, with sellers using AI for everything from role-plays to research, and more.

While 2024 was the year for prioritizing efficiency and speed, 2025 is the year for doing the same with the power of AI. Use the findings from our 2025 report to benchmark your AI journey and see how other top-performing companies execute their enablement strategies to win.



We analyzed activity from more than 1.6 million users at more than 400 Mindtickle customers to share how winning teams ensure reps are always ready to close more deals.

400+
Companies

1.6M+
Users

150+
Countries

300K+
Calls

140K+
Mobile Users



Use this report to benchmark your performance, get valuable lessons from successful revenue organizations, and fine-tune your own programs for best results.

Key Findings

- 1** Reps get better with training, and the best sales orgs use AI to scale the delivery of timely and personalized training. Between 2023 and 2024, customers used Mindtickle Copilot to create **430% more modules, 30% more role-play modules, and 7.5% more assessments**. The new competitive differentiator is how you're using AI to give your teams an edge.
- 2** AI is helping sellers get smarter and build more confidence. Reps who practice role-plays with AI **increased their average score by 10% to 70%**. Use Copilot to create realistic selling scenarios and help your sellers hone their craft.
- 3** The economic uncertainty and buyers' propensity to research upfront are changing how prospects are interacting with sellers on calls. Buyers are spending less time with reps, with **discovery calls dropping to 30 minutes in 2024**—a 17% year-over-year decrease. Sellers must show up prepared and deliver immediate value within this shorter call time.
- 4** Enablement teams in 2024 **launched programs in just a quarter of the time it took them a year ago**—a time savings of three weeks. Enablement leaders are getting more done quicker with templates and pre-built content for training, assets, and playbooks.
- 5** Reps at top-performing companies **finish onboarding in less than half the time of their counterparts in other companies**—at 25 days versus 58 days. They're doing this with personalized learning paths and AI-driven role plays that provide immediate feedback. These sellers are eager and engaged with pitch practice, ongoing feedback, and skills assessments.
- 6** High-performing sellers conduct **6x more role-play training** than reps at other companies. At the top 24 companies that we measured, **reps averaged 80 role-plays per year**, compared with 13 at other companies. AI-powered role-plays enable sellers to practice real-world sales conversations, helping them refine their techniques and build confidence before engaging with clients.
- 7** 70% of sales managers from our Coaching Outlook report indicated that their **team sizes have increased in the past year**. As companies continue to do more with less, and with managers having limited time for coaching, AI is a valuable tool to help sellers learn, get feedback, and prepare for calls.
- 8** The number of content pieces uploaded by teams **ballooned more than 10x from 2022 to 2024** but **engagement rates declined sharply**, especially over the past year. When it comes to content, less is more. Focus on creating a few great pieces and repurpose them for specific audiences.
- 9** **Pricing remains the #1 search term for reps for the third-year in a row.** Make sure the pricing info in your enablement materials is up to date. Ensure accuracy by updating pricing as soon as things change.
- 10** It's becoming a no-brainer to build Digital Sales Rooms (DSRs) as communication hubs between buyers and sellers. Companies that use DSRs saw an average **26% increase in win rate**, closed deals **30% bigger in size**, and **cut sales cycle length by 10%**.



The Data Behind How Modern Revenue Organizations Run

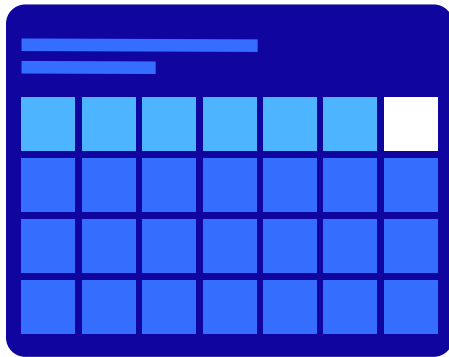


State of Revenue Enablement

If you're still wondering how AI and readymade content are making the sales enablement process more efficient, consider this: In 2024, our customers took just 1 week to launch a program compared to 4 weeks in 2023—a 75% time reduction. Reps at top companies are also completing onboarding more efficiently, reporting a ramp-time of just 25 days.

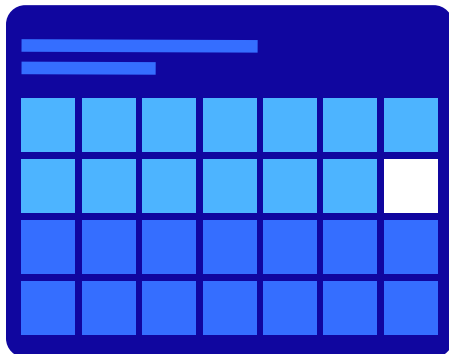
Quicker launch time

Remember the days of launching a sales enablement program in 6 weeks? In 2024, sales enablement teams took just 1 week—a 75% reduction from 4 weeks just a year prior. Turns out AI and readymade content are efficient timesavers.



1 Week

Time to launch a program from scratch



2 Weeks

Average time to launch an onboarding program

How much time do pre-built sales training solutions save?

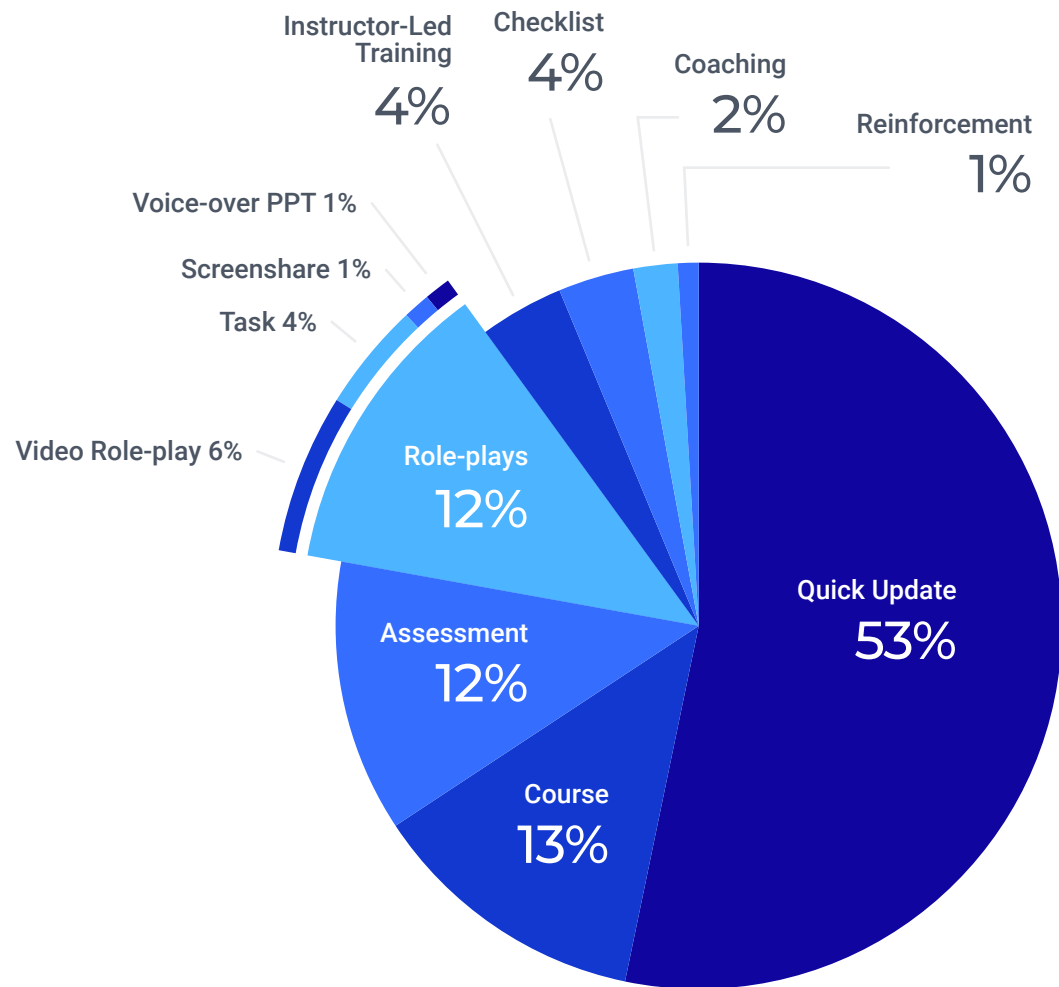
- Ready-made libraries cut sales training development time by 40%
- Pre-built resources, including training materials, content assets, playbooks, and strategies **cut time to launch from 8 weeks to 3 hours**



AI helps you accelerate the creation of sales enablement content, including assessments, role-play scenarios, and program outlines. Knowledge checks can be quickly spun up by analyzing existing training materials to generate relevant assessments.

How reps are engaging with modules

Quick updates remain the most-used module by enablement teams. Courses continue its downward trajectory, down 6% in 2021 to 13% in 2024. This comes as no shock, as companies are looking for ways to enable reps quickly and in the moment, rather than put them through time-consuming programs. Quick updates FTW!



Average time spent by users who engaged with specific modules:

31.0 Min
Assessment

9.6 Min
Checklist

43.6 Min
Coaching

61.9 Min
Course

60.4 Min
Instructor-Led Training (ILT)

30.8 Min
Role-Play

9.7 Min
Reinforcement

30.7 Min
Quick Update

Modules with the highest completion rate:

- Checklist
- Screenshare Role-Play
- Quick Update

One platform, many use cases

A revenue enablement platform is more than just a training tool or a content management system; it enables you to manage everything your revenue team needs—training, content, and insights—to close more deals, retain customers, and grow revenue. And because it's powered by AI, reps get personalized training and access to the right content for every deal, and engage buyers directly on the platform.



From onboarding to role-plays and prospecting, an all-in-one sales enablement platform makes sales enablement much more efficient and streamlined. Top-performing sales organizations use a mix of formal and informal training activities to hone their reps' skills.

See how customers are using the Mindtickle platform:



41%

Ongoing (Evergreen Training)



25%

Training



18%

Role-Plays/
Coaching



12%

Onboarding



2%

Customer/
Prospect



1%

Sales Kickoff

Top companies prioritize efficient onboarding

Reps at top-performing companies complete onboarding within 25 days, compared to the average of 58 days. See how this compares to Commercial and Enterprise companies.

40 Days

Commercial

70 Days

Enterprise

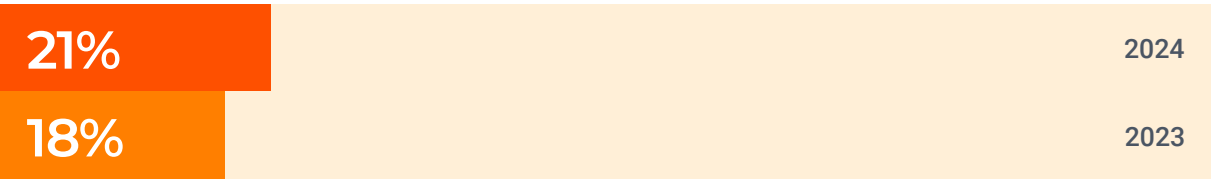
40% of reps on average recorded session times of less than 10 minutes a day on learning and content



PRO TIP:

With reps keen on consuming learning content every day, consider producing lighter, snackable training to increase engagement.

Percentage of training engagement that happens outside of normal working hours:



Percentage of users who revisit a module when there is a quiz:

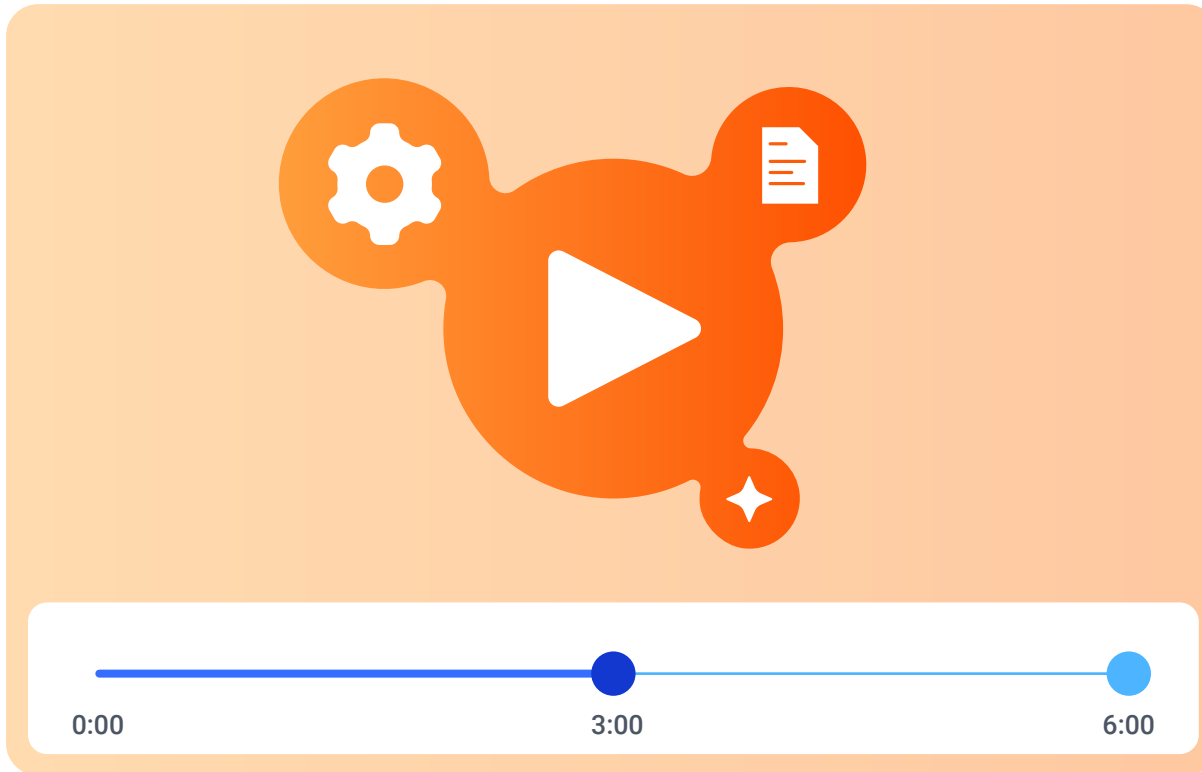


Percentage of users who revisit a module more than twice when it has a quiz:



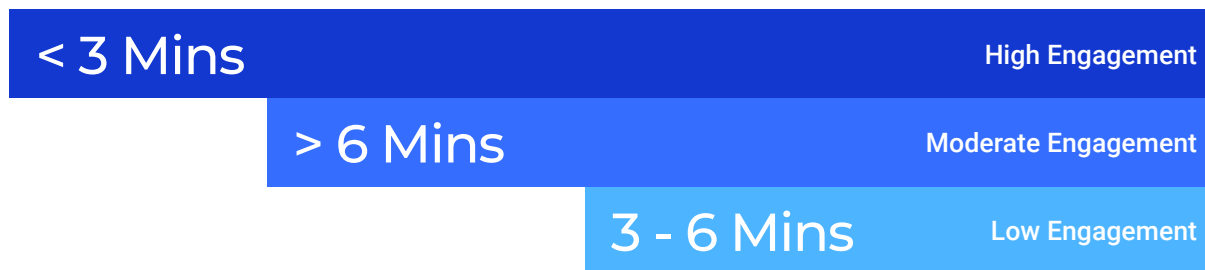
It's probably not a cliché to say that sellers are competitive, if participation in quizzes is anything to go by. Quizzes are a fun way to review and reinforce training content.

Highest engagement for short videos



Studies suggest that attention span drops as videos get longer, and that training videos should be no longer than 7-10 minutes. If you have a lot of content to deliver, consider breaking it down into multiple videos of 6 minutes or less.

Training video length vs. engagement:



Enablement teams discover what works for training

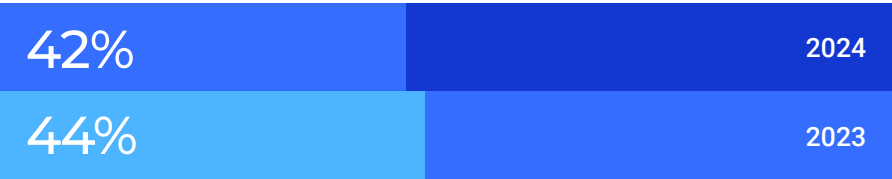
Months with most programs created:



Months with most certificates created:

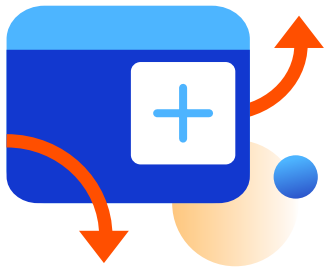


Percentage of programs that included required modules:



The slight drop in the percentage of programs with mandatory training versus optional training might indicate enablement teams testing more of a self-serve approach to training. They’re likely seeing success with this and tailoring training to what reps need at that moment.

Next best actions



Keep your content agile

Enablement content needs to stay fresh to help your sellers stay up-to-date with fast-moving markets. Use pre-built content and AI to help you develop quick, relevant training and set reminders to revisit content often.



Mix up formats

Take inspiration from other content sources like an Ask Me Anything session, podcast series, even a spicy chicken wing interview with your CEO. When you make training interesting, it sticks.



Develop short videos for maximum engagement

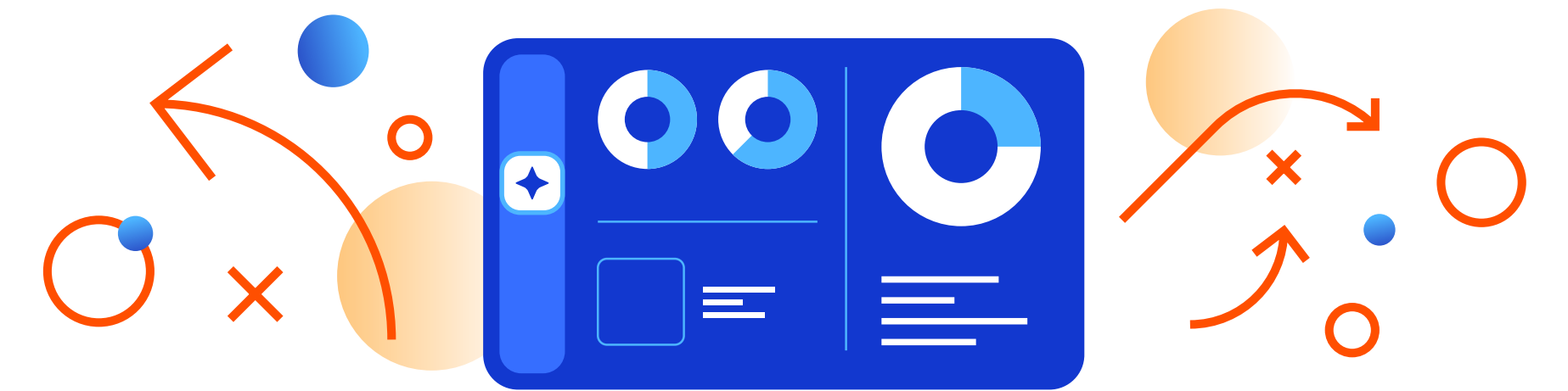
In the age of TikTok, bite-sized videos are effective formats for enablement videos. Consider breaking down longer videos into smaller ones of 6 minutes or less.



State of Sales Coaching

Coaching is the most important work that managers do, and reps are paying it back by being consistent with practice. With managers busy with other responsibilities, reps are supplementing manager coaching with AI coaching for in-the-moment feedback and to improve their role-play scores.

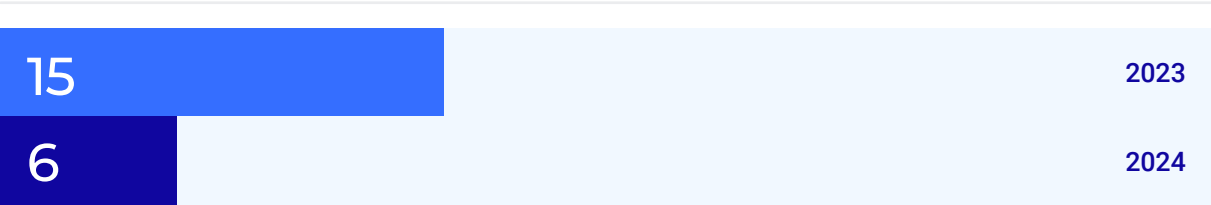
Teams are leveraging AI for coaching



PRO TIP:

As managers are busy with the non-coaching aspects of their role, AI has become indispensable for in-the-moment coaching and feedback for reps. Sellers who take AI feedback and retry or adjust their role-play submissions increase their average score by 10%.

Average number of coaching sessions per rep at top-performing companies:



Average number of coaching sessions completed per month by a top manager:



Top-performing sales orgs emphasize role-plays

Reps who regularly engage in structured role-plays tend to ramp faster, close more deals, and exhibit better customer engagement skills. So it's no surprise that role-plays continue to be important in sales training across companies of all sizes.

The average number of role-plays per rep, per year:



Next best actions



Make practice fun

Encourage sales managers to run their own pitch competitions between their teams for top sales priorities, like new product launches or competitive positioning.



Get sales managers involved

It's time for managers to dust off those pitch skills! Their participation will prompt adoption by team members. Have your managers do role-plays so they can help tweak the scenarios and share best practices before launching them to their teams.



Centralize skill and performance data

Arm managers with reports on how their teams are doing on key selling skills mapped to the performance of their deals. For example, it's critical to know if a rep struggling with negotiation skills has three large deals in the procurement stage.

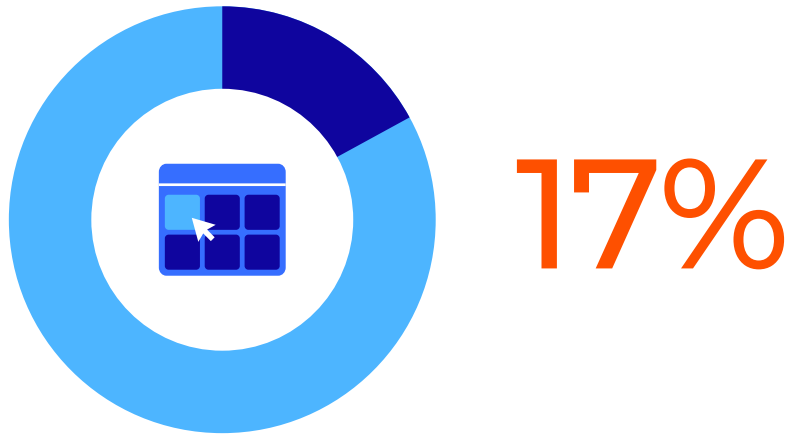


State of Content

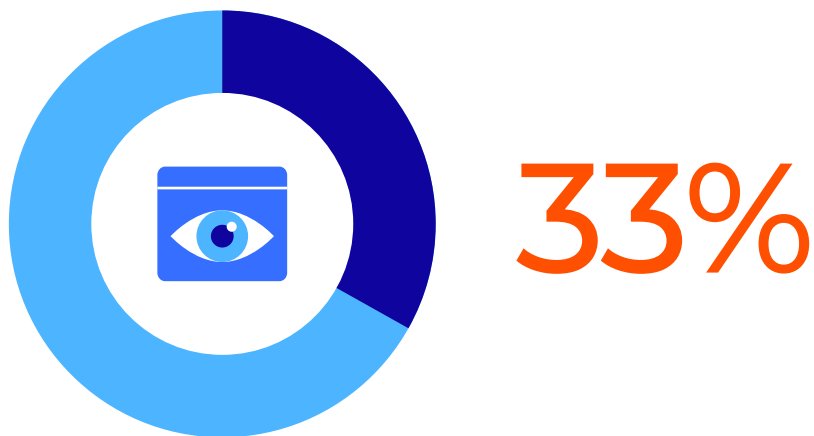
AI has made it easier to quickly create content for sellers to search for the best content for their needs. In turn, enablement teams must establish content governance practices to ensure that reps are searching and using the most up-to-date content.

Less is more when it comes to content

Year-over-year increase in content interactions per rep:



Increase in content use by top-performing companies in 2024:



Year-over-year increase in content uploaded:



The number of content pieces exploded almost 10x from 2022 to 2024 but engagement rates declined sharply, especially over the past year. Get off the content hamster wheel and start identifying your star content pieces and repurposing them for specific audiences.



PRO TIP:

The gap between top-performing teams that generate the most engagement and the remainder is widening. If your team's content use is lagging, rethink what content you're creating and how you're deploying it.

What reps want to know

Pricing is the #1 search term for the third-year in a row



PRO TIP:

When was the last time you checked if your pricing content is the most up-to-date? Your teams rely on your content management systems to give them accurate pricing information to share with customers. Ensure accuracy by updating pricing as soon as things change.

Most-used content attributes that enablement teams use for tagging:



Content Type



Product



Audience



Language



Resource Type



Market



Top reps know that the most impactful calls start with understanding customers' needs and challenges. That's why it's great to see teams aligning content tags with buyer-centric terms, such as audience and market.

Next best actions



Create buyer-focused content

You want prospects to get excited about your solutions but they also need to understand the benefits in the context of their challenges. Lead with customer pain points and how your solution can solve these challenges.



Make great content work harder

There is no better superpower than remixing and repurposing your best pieces of content. You're making sure your proven messaging continues to resonate in different and continually memorable ways.



Don't forget content governance

AI accelerates content creation but it also means content governance is as important as ever. Audit your content regularly to ensure that your reps aren't leveraging old content or messaging.



Use DSRs to get content into more hands

Digital Sales Rooms (DSRs) are a great way to share information with prospects. Be sure to upload your best and most relevant content to your DSRs so that your prospects can share them easily with their stakeholders.



State of Digital Sales Rooms

Digital Sales Rooms (DSRs) are fast becoming the preferred way for buyers and sellers to interact. It makes sense: no prospect wants to have to hunt through their emails for proposals, links to demos, or pricing info. With DSRs, all of this and more are available in a single hub personalized to the buyer. Sales orgs that use DSRs have higher win rates, bigger deal sizes, and shorter sales cycles.

Top companies win with Digital Sales Rooms



Digital Sales Rooms connect sellers and buyers in a digital hub, where reps share information such as contact details, proposals, recorded demos, and messages. Sellers and marketers alike can track engagement with detailed analytics, including what content drives decisions. Buyers get more visibility and influence over the buyer process.

Across the Mindtickle customer base, the deals with an associated DSR saw win rates of

26%

Organizations leveraging DSRs for their deals saw:

200%

Increase in overall content usage after using DSR templates

“

We had three deals that were really on the line, totaling just under two million ACV. All three of those deals cited the Digital Sales Room as being a competitive advantage because it presented so well and allowed communication flow to be that much easier. ”

Tara Medeiros

Former Senior Director of Sales Enablement, GoTo

Digital Sales Rooms help companies close bigger deals

Companies that use DSRs:



In the closed-won versus closed-lost deals we analyzed:



Visited deals rate:



It takes just 4.3 minutes to build and publish a custom Digital Sales Room. With organizations reporting 30% bigger deal sizes when using DSRs, the ROI of reps spending <5 minutes building a room could be staggering.

Next best actions

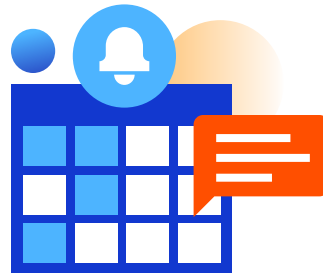


Smart DSR solutions can identify qualified opportunities, select the optimal template, and pre-customize the room based on CRM data. All the rep has to do is preview the auto-created room, provide additional customization if desired, and then launch the room.



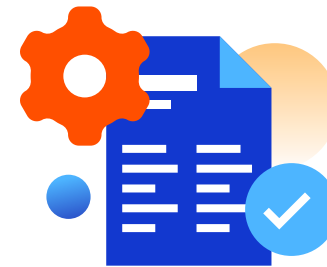
Start building rooms early

Create and launch rooms early in the deal cycle to help increase engagement and reinforce the benefits of a central place to share resources for both both buyers and sellers. Prioritize giving access to the room with all champions and influencers.



Keep the rooms updated

Encourage engagement and repeat visits by updating rooms with helpful and relevant content. Centralize all content sharing and communications within the room so everyone knows where to go for important and up-to-date information.



Keep the rooms simple

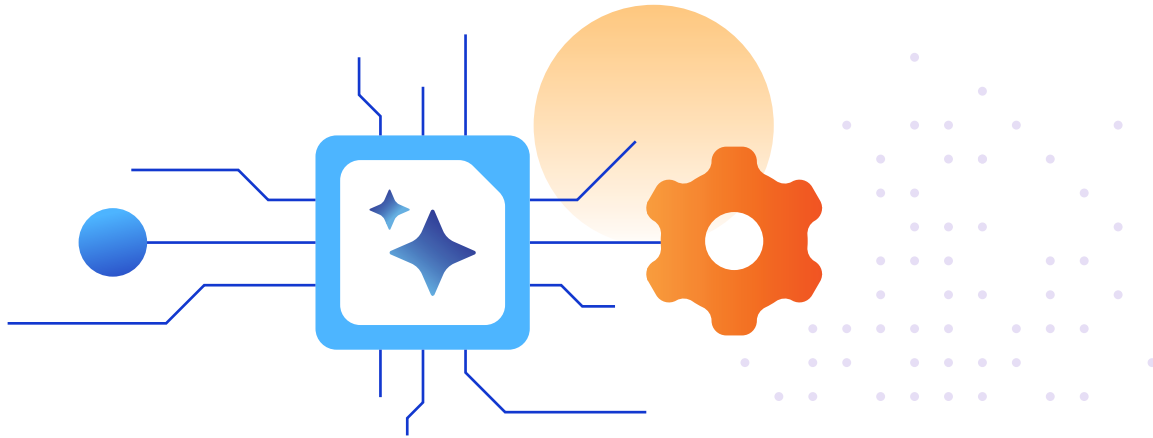
Lessen the load on sellers by creating templates for specific deal types pre-loaded with the content that will resonate with the intended audience. Use a platform that lets you automate room creation for specific opportunities.



State of Enablement AI

There's no doubt about it: prospects are arriving on calls well-researched and prepared with questions. And reps are leading calls with confidence leveraging AI as a teammate. We began measuring customers' use of Mindtickle Copilot in 2023. A year later, businesses are seeing significant gains with using AI for training, coaching, and guided selling. As Gartner notes, by 2025, 35% of CROs will resource a centralized "GenAI Operations" team as part of their GTM organization. It's no longer a question of if you'll be using AI, but how.

AI in Training



PRO TIP:

One of the biggest opportunities for enablement teams is to use AI to deliver more agile and personalized training. Many teams are using AI to create assessments based on training content already created, saving them valuable time.

In 2024, Copilot created:

430%

More modules than
in 2023



7.5%
of assessments

30%
of role-play modules

AI in Coaching

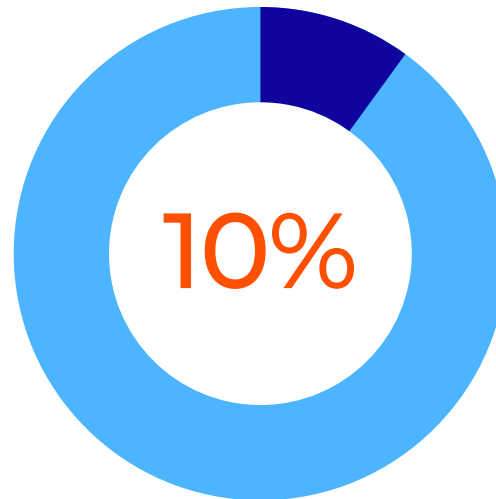
AI helps organizations scale and save time, and reps are appreciating the outcomes of AI coaching, particularly in pitch practice. One participant even said, “Copilot feedback helped me identify those areas I needed to improve that I wouldn’t have noticed otherwise. It made a huge difference in my pitch quality”.

Role-play submissions reviewed in 2024:

Submissions **7,000**

27.5% More in 2024

Average score increase of Copilot-generated role-plays in 2024:



Scores rose from an average of 60% to 70% year over year with the help of Copilot



PRO TIP:

It takes a human 17 minutes to review a role-play—Copilot does it in 60 seconds. In 2024, Copilot reviewed a total of 7,000 submissions. If a single human reviewed all those submissions, it would take them 50 workweeks.



Because Copilot makes it easy to generate role-plays, reps are doing more of them and are honing their craft as a result. This is evidenced by the higher scores achieved. So give your reps a mental boost by bumping up your use of AI to create role-plays.

“
The blend of AI precision and human expertise created a very robust evaluation process that benefited everyone and made it much more effective in delivering a consistent and repeatable process for each of our sellers. ”



Chris Jackson
Distinguished Solutions Engineer,
Cisco

AI for seller productivity

Using AI to review sales conversations and surface relevant content to reps is fast becoming a no-brainer for high performing sales teams. Our customers’ reps have 10x their use of AI and this is only going to increase over the next few years.

Use of AI on calls grow exponentially

By how much can AI sharpen seller insights? By a lot.

The number of key moments or interesting points Copilot noted in discussions increased four-fold.

Copilot noted discussion key moments:

580,000

Key Moments in 2023

2,353,000

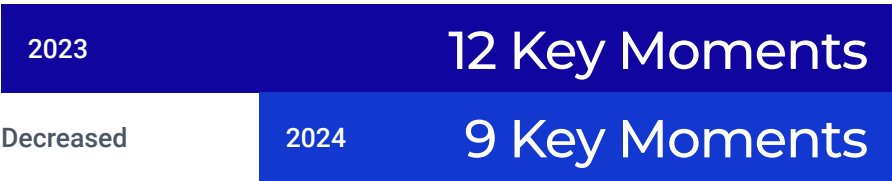
Key Moments in 2024

Prospects are also using AI to sharpen their line of questioning and are asking sellers for more details. This has resulted in the number of action items on calls overall to increase by 10x, as reported by Copilot.

Action items per call:



Key moments per call:



Reps are keeping up with the increase in action items by using AI to draft emails–10X more emails.



The drop in key moments per call coupled with an increase in action items implies that prospects are joining calls well-prepared and making targeted requests. Use Copilot to fast-track follow-ups, track competitor intel, and understand the evolving challenges of your buyers.

Reps are using AI for search

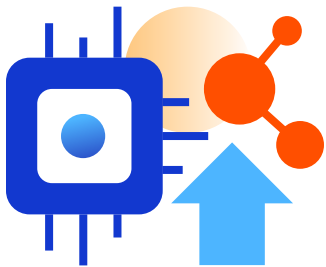
Gone are the days of digging through nested folders and overcrowded drives. With AI search reps can find the information, answers, and collateral they need when they need it. Reps who used AI search capabilities were 50% more likely to reuse the function to locate the content and training they need.



Mindtickle Copilot uses semantic search and AI to deliver more targeted results. This means reps only need to provide details about what they're looking for and semantic search understands the intent, context, and meaning behind a query to deliver accurate responses.



Next best actions



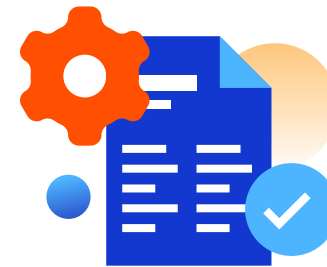
Maximize the AI experience across your sales org

AI is likely prevalent across your tech stack. Consider creating an AI governance committee to review AI features, collaborate with other owners of tools on capabilities, and ensure you're maximizing the effective use of AI across your GTM teams.



Prove AI's effectiveness before deploying new AI features

Struggling with change management? Consider running a proof-of-concept for new AI features with a cohort of eager/early adopters. Prove it out with data to show the benefit to teams that may be more reluctant to harness new AI technologies.



Get guidance and advice from other teams

You're likely not the only leader in your company who is spearheading the use of AI. Get together with colleagues in other parts of the organization, like HR, engineering, or comms and swap ideas and best practices for introducing and deploying AI. Always loop in your IT team to ensure the AI tools your teams are using are safe, ethical, and compliant.



State of Conversation Intelligence

Although the number of calls in a deal in 2024 remained the same as in 2023, customers were more reserved on calls. This is likely a reflection of economic uncertainty. Discovery calls were shorter in length and customers spoke less and asked fewer questions. This reticence is also reflected in the longer length of sales calls, suggesting that prospects need more time to establish trust or because sales cycles are more complex. In turn, reps are sharing more calls internally for feedback, alignment, and training.

What’s happening on calls

Average length of sales call:



PRO TIP:

During economic uncertainty, it’s understandable that customers are cautious and aren’t sharing as much details upfront. This could result in longer call times with reps asking more questions to establish basic details like budget. This makes recording calls all the more important to give teams data to understand and overcome underlying buyer challenges.

Average number of meetings a seller takes in a deal:



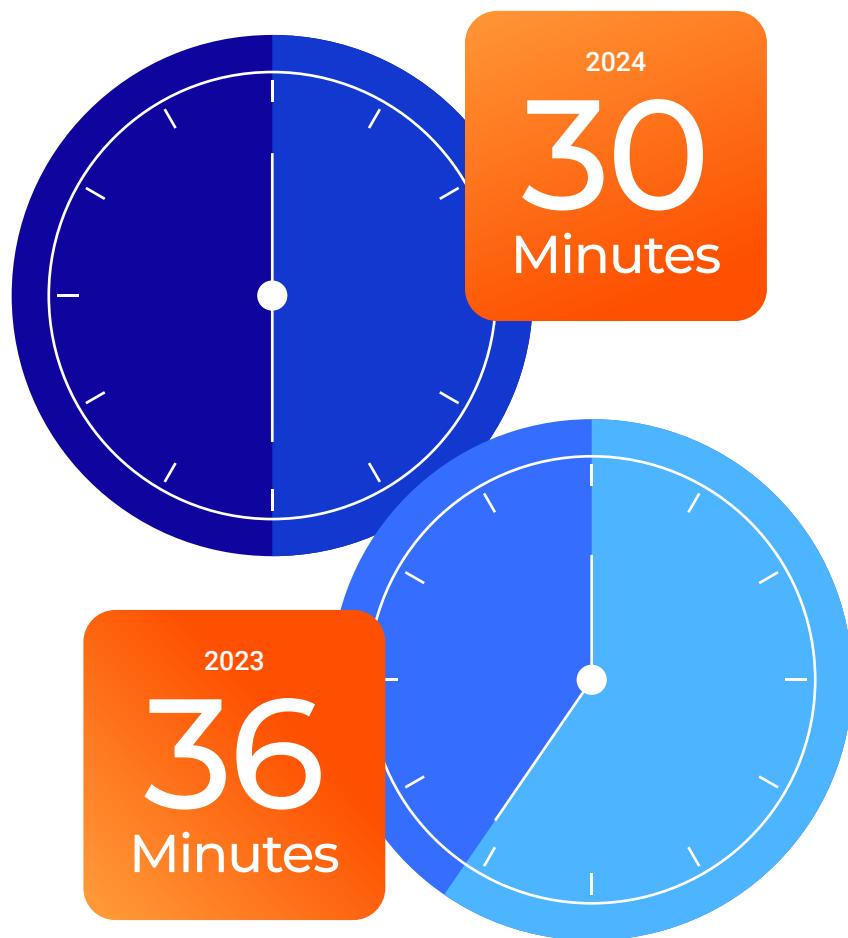
Number of recorded calls, all-time:



2024 saw an all-time high for call recordings, which indicate companies prioritizing a data-driven approach to sales practices. Teams are also recognizing the benefits of call recordings so reps and managers can better diagnose potential issues and drive better outcomes.

Discovery call length gets shorter

Average length of discovery call:



Average customer talk time in discovery calls:



PRO TIP:

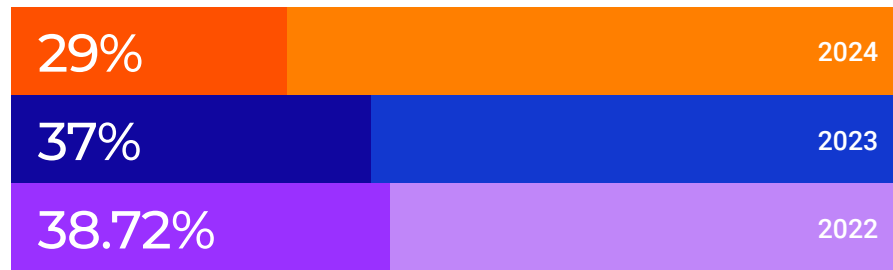
Spending too little time on a discovery call could leave customers feeling frustrated if their questions went unanswered. On the flip side, a long discovery call could make the prospect feel like the call lacked focus or that the rep lacked sufficient knowledge.



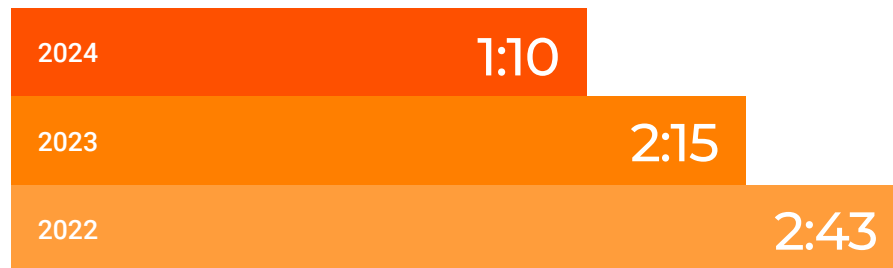
While customers on average are talking less than reps, a good benchmark is at least a 50:50 talk time between reps and customers. Even better if you can strike a balance of customers talking the majority of the time. With reps getting less time in front of buyers, discovery calls should be used to learn as much about the opportunity as possible.

Customers are talking less

Average customer talk time:



Average longest monologue response delivered by reps:



PRO TIP:

The increase in the number of questions asked by reps could be that they're following better playbooks or coaching. But the reduction in customer talk time might be due to buyer fatigue or simply a less curious prospect.

Average # of questions asked by reps during discovery calls:



Average # of questions received by reps during discovery calls:



Use AI to review discovery calls for contextual insights about your prospect's team, company, industry, or other trends that could be the cause. Also, look for opportunities for reps to retain conversational balance and use of open-ended questions to foster engagement.

Sales teams are sharing calls to learn and improve

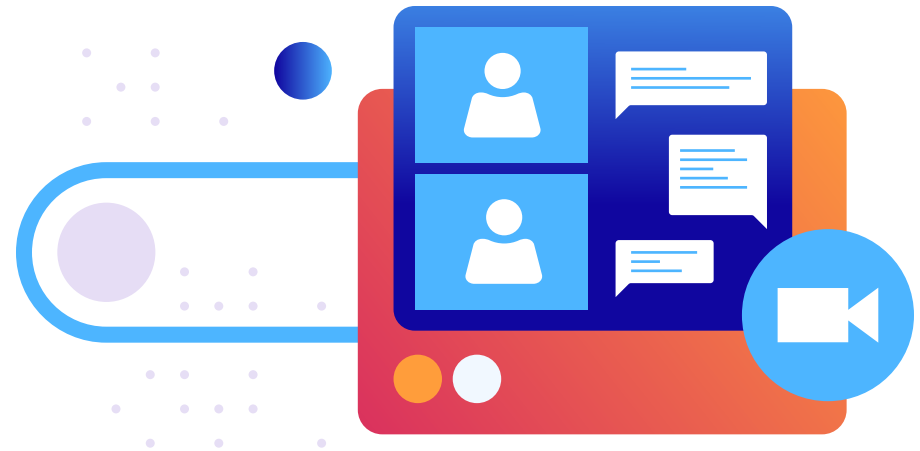
Calls shared across the organization:



User shared calls per month:



Comments posted on another user's call per month:



Higher engagement with call reviews suggest stronger team collaboration or manager involvement in coaching. For example, reps or managers are more frequently tagging and revisiting key parts of calls. In the long run, this ensures better outcomes for buyers and sales teams across all deals.

Next best actions



Use AI to be pitch perfect

As reps have less time in front of buyers, it's important that they go to every call well prepared. Encourage your team to use AI to practice their pitch, so they're fully prepared to succeed in every call with prospects.



Ensure your content answers buyers' questions

With 75% of buyers researching a product on their own before talking to sales, according to 2024 stats from HubSpot, reps need to be ready to answer very targeted questions when buyers are ready to talk. Help your reps succeed by tailoring content that answers buyers' questions at every stage of the deal.



Promote best practice sharing

Make it easy for teams to create "highlight reels" of calls and share them across teams to showcase what good looks like. Have fun with your teams and encourage them to share call snippets where reps need help or have a tough question from a buyer. Also, give high-five shoutouts to a team member for a job well done.

Conclusion

It's often cited that buyers do 75% of their research upfront before they even consider talking to sales. Reps must lead calls with well-educated buyers ready to answer any question and use their up-to-date knowledge of customer challenges, use cases, and impactful outcomes to drive more opportunities to closed-won.

AI has already transformed sales. With Copilot, Mindtickle users have harnessed AI to quickly launch tailored enablement, improve the key skills of reps, and win more. But this is just the start.

Ready to talk to a Mindtickle expert and learn more about implementing modern revenue enablement tactics that lead to powerful outcomes?

REQUEST A DEMO



About Mindtickle

Mindtickle is the leading AI-powered revenue enablement platform to help revenue teams sell smarter, coach more effectively, and engage modern buyers. With AI and a unified data approach, teams get always-on help with every deal, personalized learning to improve skills, and performance insights to drive more revenue. Mindtickle is recognized by customers and industry analysts as an innovative market leader and ranked #1 by G2 for sales onboarding and training.